



Aalborg Universitet

AALBORG UNIVERSITY
DENMARK

Large scale food service spaces as messenger for sustainable food consumption strategies

Mikkelsen, Bent Egberg

Published in:

Foodservice at events as a strategy for sustainable food consumption

Publication date:
2010

Document Version
Acceperet manuscript, peer-review version

[Link to publication from Aalborg University](#)

Citation for published version (APA):

Mikkelsen, B. E. (2010). Large scale food service spaces as messenger for sustainable food consumption strategies. I B. E. Mikkelsen, S. Husby, & M. Brandhøj (red.), *Foodservice at events as a strategy for sustainable food consumption: Joint Actions on Climate Change, Aalborg Congress & Culture Centre, Denmark, June 9th-10th, 2009* (s. 22-24).

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal -

Take down policy

If you believe that this document breaches copyright please contact us at vbn@aub.aau.dk providing details, and we will remove access to the work immediately and investigate your claim.

CORE Organic

CORE Organic Project Series Report

Proceedings

Foodservice at events as a strategy for sustainable food consumption

Workshop held as a part of the conference: Joint Actions on Climate Change, Aalborg Congress & Culture Centre, Denmark, June 9th-10th, 2009



Editors: Mikkelsen, BE., Husby, S. & Brandhøj, M.

CORE Organic project nr: 1881

February 2010

The author(s)/editor(s) gratefully acknowledge the financial support for this report provided by the members of the CORE Organic Funding Body Network, being former partners of the FP6 ERA-NET project, CORE Organic (Coordination of European Transnational Research in Organic Food and Farming, EU FP6 Project no. 011716), which was finalised in September 2007.

The text in this report is the sole responsibility of the author(s)/editor(s) and does not necessarily reflect the views of the national funding bodies having financed this project.

This project is one of the eight research pilot projects selected in 2007 for transnational funding by the partners of the CORE Organic ERA-net project. The pilot projects, which are running in the period 2007 – 2010, are:

AGTEC-Org	AGronomical and TEChnological methods to improve ORGanic wheat quality: agtec.coreportal.org
ANIPLAN	Minimising medicine use in organic dairy herds through animal health and welfare planning: aniplan.coreportal.org
FCP	Farmer consumer partnerships: fcp.coreportal.org
COREPIG	Prevention of selected diseases and parasites in organic pig herds – by means of a HACCP based management and surveillance programme: corepig.coreportal.org
iPOPY	innovative Public Organic food Procurement for Youth: ipopy.coreportal.org
PathOrganic	Risk and Recommendations Regarding Human Pathogens in Organic Production Chains: pathorganic.coreportal.org
PHYTOMILK	Potential improvement of the salutary effect of organic dairy milk by forage species and by supplementation: phytomilk.coreportal.org
QACCP	Quality analysis of critical control points within the whole food chain and their impact on food quality, safety and health: qaccp.coreportal.org

For further information see: www.coreorganic.org

Editors:

Mikkelsen, BE; Aalborg University, Denmark, bemi@plan.aau.dk

Husby, S; Aalborg University, Denmark, sohu@plan.aau.dk

Brandhøj, M; Aalborg University, Denmark, mb@plan.aau.dk

2008, International Centre for Research in Organic Food Systems (ICROFS), P.O. Box 50, Blichers Allé 20, DK-8830 Tjele, Denmark, Phone: +45 89 99 16 75, Fax: +45 89 99 16 73. E-mail: icrofs@icrofs.org

A pdf can be downloaded free of charge from the Organic Eprints archive at <http://www.orgprints.org/>

ISBN: 978-87-92499-06-6

Index:

Preface.....	5
Summary	6
Programme of the workshop.....	7
Introduction	8
Papers & Presentations	9
Sustainable foods at the climate summit 2009 in Copenhagen - How can ambitions be met in real life foodservice?	9
<i>Brorson Birte</i>	
Football World Cup 2014 foodservice as a driver/facilitator for -Sustainable food and farming in Brazil	15
<i>Costa, Maria Beatriz Bley Martin</i>	
Organic, local and vegetable based food sourcing as a sustainable strategy – what data are available?	17
<i>Jørgensen, Michael Søgaard</i>	
Large scale food service spaces as messenger for sustainable food consumption strategies.....	22
<i>Mikkelsen, Bent Egberg</i>	
Do festival musical encounters go hand in hand with organic style food service? Case findings from Øya music festival	28
<i>Roos, Gun</i>	
iPOPY – Innovative Public Procurement for Youth	34

Preface

As a part of the Joint Actions on Climate Change conference held on June 9th and 10th 2009 in the Aalborg Congress & Culture Centre, Denmark, the Danish iPOPY group organized a workshop on "Food service at events as a strategy for sustainable food consumption." The workshop was part of the Conference's fourth Theme, Governance & Climate Mitigation.

The workshop was held on June 10th from 11.30-13.00 as part of the iPOPY project (innovative Public Organic food Procurement for Youth). The iPOPY-project (2007-2010) is one out of eight transnational pilot projects funded by the CORE Organic funding body network within the context of the European Research Area.

The papers and the PowerPoint presentations from the event are presented in this publication along with the conclusions from the workshop. Thanks to Mia Brandhøj and Sofie Husby for coordinating and to Niels H. Kristensen for moderating the workshop. Thanks also to the Presenters for making their papers and presentations available.

*Bent Egberg Mikkelsen
Workshop coordinator
Professor, PhD.
Aalborg University*

Summary

Eating at public events has a climate impact like every other act of human consumption. Food and meals play an important role in the overall experience of going to festivals. Against this background the Danish iPOPY group from Food, People & Design at Aalborg University organized a workshop on "Food service at events as a strategy for sustainable food consumption" as a part of the Joint Actions on Climate Change conference in June 2009 in Aalborg Congress & Culture Centre, Denmark. A number of speakers with insight in green events presented the cases included in this publication.

The workshop included a final discussion. There was agreement on the fact that large scale public events with its considerable environmental impact are important places for taking action to protect the climate: what concerns the immediate climate impact; and also the significant perspective, as a long term impact of branding climate friendly initiatives, because it might impact individual behaviour. The following recommendations were made from the workshop.

Large scale sports or music events make a good venue for developing new and sustainable standards for food praxis and this praxis has the potential to induce healthier and more sustainable eating and consumption. Thus such "greening" initiatives have the ability to create more responsible food citizenship. But the workshop also showed that changing large scale supply chains for events is a difficult process because of the many stakeholders involved and because of huge economical interests involved.

The workshop concluded that for further progress we need:

- Guidelines and decision support tools for foodservice planners integrating nutritional and climate impact data of food.
- Specific guidelines and in-service training for different types of intermediaries (chefs, procurement officials etc.) involved in events.
- Better links between the sustainability and healthy eating agenda.
- More research into the role that food at events play in shaping the eating and consumption patterns of consumers

Programme of the workshop

Large scale food service spaces, as a messenger for sustainable food consumption strategies, Bent Egberg Mikkelsen, Professor, Aalborg University.

Organic, local and vegetable based food sourcing as a sustainable strategy – what data are available? Michael Søgaard Jørgensen, Associate professor, Technical University of Denmark

Can sustainable foodservice at the Football World Cup 2014 act as a driver/facilitator for sustainable food and farming in Brazil? Maria Beatriz Bley Martins Costa, Consultant, PlanetaOrganico, Brazil.

Sustainable foods at the climate summit 2009 in Copenhagen – how can ambitions be met in real life foodservice? Birte Brorson, Consultant, Copenhagen

Do festival musical encounters go hand in hand with organic style food service? – Case findings from Øya music festival, Gun Roos, Senior Researcher, National Institute for Consumer Research, Norway.

Moderator: Niels Heine Kristensen, Technical University of Denmark

Introduction



Birte Brorson, educated as a manager of hospital kitchens, has more than 20 years' experience in managing different types of kitchens. Since 2003 she has been a member of the project team that implemented organic food in the municipality of Copenhagen. From January 2009 she has been a private foodservice consultant, educating municipalities and private companies on how to serve tasty, healthy, climate friendly and organic food within their budgets. In her presentation "Sustainable foods at the climate summit 2009 in Copenhagen. How can ambitions be met in real life foodservice" Birte presents facts about the foodservice during the Climate summit "COP-15" in Copenhagen in December 2009, where the choice of the foodservice was influenced by political issues and the quality and variety of the food. These issues form the introduction to her presentation of the final foodservice concept and its

principles of sustainability. She concludes her presentation by lining up the different parties that may have directly or indirectly influenced the presentation of the sustainable foodservice during the climate summit.



Maria Beatriz Bley Martins Costa is a Brazilian entrepreneur and Executive Director of PlanetaOrganico. Maria Beatriz has been involved in promoting the Brazilian organic sector and in 1999 she launched the website www.planetaorganico.com.br to disseminate information, in English, on the Brazilian organic sector developed by her agency PlanetaOrganico. Since 2003, she has been working with NürnbergMesse, the trade fairs BioFach America Latina and ExpoSustentat in Brazil. One of the main challenges Maria is interested in is how to include organic products in the initiatives related to the World Cup 2014 in Brazil, as well as in the Olympic Games in Rio de Janeiro in 2016. Maria's abstract "Can sustainable foodservice at the Football World Cup 2014 act as a

driver/facilitator for sustainable food and farming in Brazil" is on plans for "greening" the food environment of the world cup in Brazil. Unfortunately, she was unable to participate in the workshop.



Michael Søgaard Jørgensen holds a M.Sc. in Chemical Engineering and has a PhD in Technology Assessment. He is the coordinator of the Science Shop at the Technical University of Denmark (DTU) and Associate Professor in User Participation in Technology Assessment and Technology Development at DTU Management Engineering. His publications include environmental management in companies and product chains, sustainable transition, technology assessment and technology foresight, developmental work, organic food production and consumption, and food system innovation. Michael is the Chairman of the Society of Green Technology within the Danish Society of Engineers. His presentation on "Organic, local and vegetable based food sourcing as a sustainable strategy – what data are available" focuses on the evidence and available data for food planners.



Bent Egberg Mikkelsen holds a M.Sc. of Food Science from the Royal Agricultural University, (1983) Copenhagen and a PhD in Social Science, from Roskilde University, (1999). He is the author of around 150 publications on public health nutrition and sustainable public food systems. Bent is currently at the Council of Europe, Strasbourg working on nutrition in schools and hospitals and with the European WHO regional office working on the nutrition friendly schools initiative. He is also a Professor of Nutrition and Public Food Systems at Aalborg University. In the presentation "Large scale food service spaces as a messenger for sustainable food consumption strategies" Bent will introduce some of the reasons why food service at events is relevant to climate, sustainability and healthy eating strategies.



Gun Roos works as a Senior Researcher at SIFO - National Institute for Consumer Research, Norway. She is involved in research on food, nutrition and health. Gun holds a master's degree in nutrition from the University of Helsinki and a Ph.D. in nutritional anthropology from the University of Kentucky. Earlier projects she has been involved in, include studies of inequalities in food habits in Europe; men, occupation and health; children, food and gender. In her presentation "Does festival musical encounters go hand in hand with organic style food service," Gun presents the findings, so far, from greening food at the Øya music festival in Norway.

Papers & Presentations

Sustainable foods at the climate summit 2009 in Copenhagen - How can ambitions be met in real life foodservice?

Brorson, Birte

Private Foodservice Consultant, Denmark

1 Introduction

The purpose of this paper is to show that it is possible to set high standards for the environmental sustainability of the foodservice of a large scale event such as the climate summit in Copenhagen. The high standards are the result of hard work combined with stubbornness and ambition to break down as many of the usual "real life" barriers as possible.

First, some facts about the event: The climate summit takes place from December 7th-18th 2009 in the Conference Hall "Bella Centre" in Copenhagen. Twelve to 15,000 visitors from 192 countries are expected. These are the official participants, NGOs, people of the press and locals in service functions. The meals will largely be eaten in Bella Centre, as it is situated in an area with no restaurants or coffee shops nearby.

The Ministry of Foreign Affairs of Denmark has been entrusted to plan well functioning catering during the climate summit. The strategies and the standards of the catering have been planned and described in details by the civil servants of this ministry. Due to security reasons The Ministry of Foreign Affairs wants only a single catering company to be responsible for all food and beverages during the whole summit. The caterer must serve meals for a varying number of people: starting December 4th with a small number, peaking with 13.000 daily meals from December 14th to 18th and ending December 19th to 20th with a small number of people closing down the summit.

2 The process of planning the catering for COP15

During the first half of 2008 the Ministry of Foreign Affairs conducted a thorough research of principles and knowhow regarding large scale catering events such as the COP15. They met with several specialists. They listened to people experienced in large scale catering. They asked the Danish organic movement about the amount and variety of organic food available on the market in December 2009 and they sought advice from people skilled in large scale organic catering in the many public kitchens of Copenhagen. They took a lot of trouble in finding the most climate friendly way of serving drinking water to all the participants of the meeting.

During the second half of 2008, a group of three to five people in the Ministry of Foreign Affairs worked their way through constantly growing legal, political and practical barriers, trying to overcome them, a tricky and often difficult task. Different and even contradictory wishes and opinions from other Ministries and different organisations had to be met concerning the rules on legislation, hygiene, security, and EU-standards.

During the first half of 2009 this "catering preparing group" finally completed writing the guidelines for a caterer at the climate summit. The requirement was published on March 27th and five different catering companies responded and offered their services. On June 15th the final choice of caterer will be made, and the second half of 2009 will be used for final decisions on quality and menus for the 12-14 different types of restaurants, snack bars moving food stands etc. Many practical barriers are expected and will be taken care of.

2.1 Political issues and ambitions for the food and beverages quality of COP15

A number of issues had to be taken into consideration when setting the standards for the variety, the quality and the prices of food at the climate summit.

Concerning the food, following were some of the options:

- Low budget NGOs should be able to buy delicious and healthy food
- Vegetarians, Jews, Muslims and other groups should be able to eat food that matches their religion and taste
- The VIPs should be able to buy luxury food
- There has to be an enormous range of different styles of food to meet the different food cultures of the world
- There has to be food available 24 hours a day during the whole climate meeting
- Fresh water has to be available 24 hours a day during the whole climate meeting

Concerning “political” issues, these were some of the considerations:

- Denmark is a rich country and must show social responsibility by including “Fair Trade”
- It has to be shown that the Danes buy more organic food than anyone else in the world
- The food must be climate friendly as the issue of the meeting is climate change
- The event is a window to the world, and an important opportunity to exhibit Denmark, Danish cooking and Danish food production
- COP-15 must promote Danish organic food production

The Danish Ministry of Finance, the Ministry of Climate and Energy and the Ministry of Environment all had different issues to include in the planning of the budget, the catering system and the food.

The EU and the lawyers set the limits for the ambitions:

- No specific organic labels allowed
- No specific rules allowed on local food and “short transportation” or “no airplanes used in transportation”
- No specific rules allowed concerning climate friendly production methods like “no heated greenhouses”
- No specific rules allowed concerning long term cooling and deep freezing

2.2 The final foodservice principles of COP-15

The starting point of the food strategy of the Ministry of Foreign Affairs was a goal of 20% organic food served with bottled water. But listening to the specialists and with a lot of determination of their own the employees of the Ministry developed their starting point and eventually set very high standards for the food supply for these thousands of people and for this event, that will be a very important example for future COP meetings and other events held by the UN.

Following are the “rules” for food supply of the COP-15, as they were published in March 2009 in search of a caterer:

“Food and beverages must be healthy, tasty, environmentally sustainable, and cheap and must take cultural and ethnic eating habits into consideration. Environmentally sustainable means as much fair trade, organic and climate friendly as possible”.

“At least 65% of the food measured in percentage of weight must be organic, and foodstuff with visible packaging such as milk, coffee, tea, fruit juices, sugar and so on, must be 100% organic and if possible Fair Trade”.

On top of this, the drinking water will be fresh, cooled tap water from the Danish underground: the specialty of the country. A very climate friendly solution, as no trucks have to deliver the drinking water in thousands of plastic bottles.

All in all, the principles set for the food supply of COP-15 will ensure a relatively big cut down on CO² emissions compared to a concept without these “rules” of sustainability. In addition, the amount of organic food and the claim for healthy menus reduces other types of pollution and promotes better eating habits.

3 Different effects of the promotion of sustainable foodservice at COP-15

As a role model this sustainable foodservice at COP-15 is very important for future large scale sports, music and political events. The influence will be direct as well as indirect.

Directly, the fair trade and organic labels on the food will be seen by politicians and policymakers from all over the world. The idea of cheap, tasty, organic, climate friendly food will be experienced and tasted directly by 12-15.000 participants.

Indirectly, the COP15 meeting has a much wider effect than just influencing the visitors.

Hundreds of journalists bored between meetings will write stories and make filmed reports about the food and send them home to be read in newspapers and magazines and seen on television - they did so during the climate meeting in Bali. Millions of people all over the world will be made aware, that there is such a thing as a climate friendly and environmentally sustainable menu.

In addition, several organisations have already asked the Ministry of Foreign Affairs, if they may copy the concept for their own upcoming large scale events.

The politicians and employees of the City of Copenhagen have contributed to the idea by launching a project “KLIMA+” aiming to make at least 100 restaurants and coffee shops serve tasty, climate friendly and organic menus by the time of COP-15. The many NGO meetings taking place outside the Bella Centre during COP-15 as well as the tourists and Copenhageners will be made aware of the sustainable choice every time they visit one of these Klima+ establishments. In Copenhagen several Danish NGOs are planning to set up street kitchens with climate friendly food.

Many hotels in Copenhagen and its surroundings are preparing for the meeting by introducing organic and climate friendly breakfasts, thereby making their guests aware of the concept.

As a last example: The Danish police taking care of security during the climate summit have been asked to get their food from the COP-15 caterer during the period of the meeting!

4 Final statement on the foodservice of COP-15

The experiences of this coming large event are foreseen to make an important impact on the political understanding of the existing possibilities concerning public tasty, healthy, climate friendly and organic food. Hopefully, it will change some of the conservative agendas concerning the cost and quality of public eating, at least in Denmark.

5 References

The Ministry of Foreign Affairs guidelines on the subject of food supply during COP-15

<http://da.cop15.dk/about+cop15/udbud/catering>

The Ministry of Foreign Affairs, Fuldmægtig Rikke Zeuner, COP-15 logistics

Presentation



Sustainable foods at the climate summit 2009 in Copenhagen

- how can ambitions be met
in real life foodservice?



Aalborg
June 10th, 2009

BIRTE BRORSON
velsmag • sundhed • økologi



The climate summit COP 15 in Copenhagen

1. Event
2. Process
3. Ambitions
4. Barriers
5. The happy result
6. Further effects



BIRTE BRORSON
velsmag • sundhed • økologi



EVENT

A few facts

- December 7th-18th
- Bella Center, Copenhagen
- 12-15.000 visitors from 192 countries
 - Officials
 - NGO's
 - People of the press
 - Locals
- Meals will largely be eaten in Bella Center
- Food strategy by:
The Ministry of Foreign Affairs of Denmark




BIRTE BRORSON
velsmag • sundhed • økologi



EVENT

Meals during COP 15

- Dec. 4th-6th
 - 1.400 security personnel
- Dec. 7th-12th
 - 5.000 participants
 - 1.400 security personnel
 - 300 local helpers
- Dec. 14th-18th
 - 13.000 participants
 - 2.400 security personnel
 - 300 local helpers
- Dec. 19th-20th
 - 1.400 security personnel



BIRTE BRORSON
velsmag • sundhed • økologi



PROCESS

The Ministry of Foreign Affairs of Denmark

First half of 2008: Call for help to set the standards
Searching for knowhow about

- large scale organic food supply
- large scale catering

Second half of 2008: Overcoming constantly growing
legal, political and practical barriers



BIRTE BRORSON
velsmag • sundhed • økologi



PROCESS

The Ministry of Foreign Affairs of Denmark

First half of 2009:

- Writing requirements for future caterer, a very tricky and difficult task
- Requirements published March 27th
- 5 catering companies are bidding
- The choice is made June 15th

Second half of 2009:

- Final decisions on quality and menus are decided
- Many practical barriers are expected and will be taken care of.



BIRTE BRORSON
velsmag • sundhed • økologi

AMBITIONS

Setting the standards.....

From the first meeting on food standards and quality:

"We can only afford 20% organic food and there is not enough organic food"

"We must have grilled chicken and French fries, that is eaten and loved all over the world"

This was said while serving bottled water.....



BIRTE BRORSON
velsmag • sundhed • økologi

AMBITIONS

Setting the standards.....

Employees of the Ministry of foreign Affairs have been determined to set very high standards for the food supply.

They have listened to a lot of specialists and used their input with great skills



BIRTE BRORSON
velsmag • sundhed • økologi

AMBITIONS

Setting the standards for prizes and variety.....

- Poor NGO's shall also have something delicious to eat
- The vegetarians, the Jews, the Muslims shall also have something to eat, that match their religion and taste
- The VIP's shall be able to buy luxury food
- There has to be an enormous range of different foods and dishes



BIRTE BRORSON
velsmag • sundhed • økologi

AMBITIONS

Setting the political standards

- The rich Denmark shall show that social responsibility by including "Fair Trade"
- The Danes buy more organic food than anyone else in the world, that has to be shown
- The food must be climate friendly
- The event is a window to the world, that shows Danish cooking and Danish food production
- COP15 must promote Danish organic food



BIRTE BRORSON
velsmag • sundhed • økologi

BARRIERS

Other Ministries have political issues concerning the food.....

- The Ministry of Climate and Energy
- The Ministry of Finance
- The Ministry of Environment



BIRTE BRORSON
velsmag • sundhed • økologi

BARRIERS

The EU and the lawyers set the limits for the ambitions.....

- No specific organic labels allowed
- No specific rules allowed on short transportation and no airplanes
- No specific rules allowed concerning climate friendly production methods
- No specific rules allowed concerning long term cooling and deep freezing




BIRTE BRORSON
velsmag • sundhed • økologi

THE HAPPY RESULT

The final "rules" for food supply of the COP15....

"Food and beverages must be healthy, tasty, environmentally sustainable, cheap and must take cultural and ethnic eating habits into consideration. Environmentally sustainable means as much fair trade, organic and climate friendly as possible".




BIRTE BRORSON
velsmag • sunshined • ekologisk

THE HAPPY RESULT

The final "rules" for food supply of the COP15....

At least 65% of the food measured in percentage of weight must be **organic**, and foodstuff with visible packaging such as milk, coffee, tea, fruit juices, sugar and so on, must be **100% organic** and if possible **Fair Trade**.



BIRTE BRORSON
velsmag • sunshined • ekologisk

THE FURTHER EFFECTS

Effect on the participants of COP15

Hundreds of journalists bored between meetings will write and film stories about the food and send them all over the world, - they did so in Bali...

The fair trade and organic labels on the food will be seen by politicians and policymakers from all over the world



The ideas of cheap, tasty, organic, climate friendly food served on a large scale event will be experienced by 12-15.000 people

BIRTE BRORSON
velsmag • sunshined • ekologisk


THE FURTHER EFFECTS

Other effects

Already several organisations have asked The Ministry of Foreign Affairs if they may copy the concept for their own large scale events

The City of Copenhagen pays for the concept KLIMA+ hoping to make 100 restaurants and cafés choose climate friendly and organic food

Tourists and citizens will be made aware of the sustainable choice every time they eat out



The Danish police will get their food from COP15 during the meeting.....

BIRTE BRORSON
velsmag • sunshined • ekologisk



References

- The website of The Ministry of Foreign Affairs on the subject of food supply during COP-15:
<http://ufa.cop15.dk/about-cop15/about-catering>
- The Ministry of Foreign Affairs, Fuldmægtig Rikke Zeuner, COP1-5 logistics

Football World Cup 2014 foodservice as a driver/facilitator for - Sustainable food and farming in Brazil

Costa, Maria Beatriz Bley Martins
Consultant, Executive Director
PlanetaOrganic, Brazil.

1 Brazil as an organic locomotive

Brazil has a long tradition for attempting to develop organic food and farming. The global Greendex survey that studies environmental friendly lifestyles in countries by examining the impact of individual consumer behaviour found that consumers in Brazil and India tied as most green, while those in the United States scored lowest, or most wasteful. Brazil hosts the main yearly organic events in Latin America: BioFach América Latina and ExpoSustentat that Planeta Orgânico co-organizes, in cooperation with Nuremberg Messe and with the consultancy of Organic Services. In 2009 these two concurrent trade fairs will take place again in São Paulo, Brazil, from October 28th to 30th. Thus it is natural for Brazil to have now taken the first steps to begin discussions on how the World Cup in 2014 can play.

2 First steps and progress made in 2008

The first steps on discussing how the World Cup in 2014 could play a role for a Green Brazil was taken up during the 2008 BioFach América Latina/ExpoSustentat Conference.

A workshop on sustainable catering projects, especially focusing on schools, was held with a number of Brazilian projects and with a contribution from Denmark on the Scandinavian experience in this field. Additionally, during the BioFach América Latina/ExpoSustentat 2008 there was the panel "Opportunities for an organic catering at the World Cup 2014 in Brazil", where different players from the Brazilian government and the Brazilian private sector manifested their points of view. The entrepreneur Ingo Plöger, CEO of IPDES, presented an overview of the challenges and opportunities as well as the scenario of a Green Brazil in 2014, based on figures and statistics from the 2006 World Cup in Germany.

As the moderator of the panel and as a strong supporter of the idea to "greening" the food service at the world cup, I present the progress we have made so far, since the German Brazilian Economic Meeting in Cologne, Germany in 2008. Planeta Orgânico has been a member of the Brazil-Germany Agribusiness Group since 2006.

The 328 exhibitors at BioFach América Latina and ExpoSustentat held from October 23 to 25, 2008, made contacts and conducted businesses involved in certified organic products, services and sustainable products at an event that brought together 7,874 people. Within the global expansion of business in organic services and products, the production chain offered by Brazil to the domestic and foreign markets is growing. These two fairs have provided an opportunity to meet the demand for guaranteed traceability and the preservation of biodiversity. In 2008, BioFach América Latina and ExpoSustentat introduced several novelties in the food and beverage, cosmetics and textile sectors. The Regional Halls were the highlight of ExpoSustentat: the Andes-Amazon Hall brought together products from five countries, and the Caatinga-Cerrado Hall catered for 6,300 families. BioFach and Vivaness, the world trade fairs for organic products and natural personal care and wellness, provided information on the global trends in organic and natural personal care products for more than 46,000 trade visitors in the Nürnberg exhibition centre.

3 Further steps taken in 2009

On an invitation of Planeta Orgânico, the Secretary for Social Inclusion, Mr. Joe Valle, representing the Brazilian Ministry of Science and Technology, visited BioFach at Nuremberg, in February 2009. Mr. Valle hand delivered to Mr. Claus Raettich, Director of the Board of Nuremberg Messe, a letter from the Brazilian President Lula, suggesting that Brazil should be the country of the year at BioFach 2014, the year in which the World Cup will take place in Brazil (July 2014).

At BioFach in Nuremberg, February 2009, Dr. Bent Egberg Mikkelsen and Dr. Niels Heine Kristensen had a brief meeting with Mr. Joe Valle when the issue "Organics and Caterings" was discussed. They also discussed a possible partnership between Brazil and Denmark in this context. In Nuremberg Maria Beatriz Costa (Planeta Orgânico) had a meeting with Danish university representatives, Dr. Bent Egberg Mikkelsen and Niels Heine Kristensen. Dr. Bent Egberg Mikkelsen made a presentation on the possible challenges related to greening the food supply of large scale food. The presentation was based on the proceedings of the European iPOP research project that studies the constraints and perspectives in developing organic and sustainable supply chains in public food systems.

Maria Beatriz Costa (Planeta Orgânico) also had a meeting with Dr. Carola Strassner from Consultancy A-Verdis who provided important inputs into the possibility of organic products in catering during the World Cup in Brazil in 2014.

During the BioFach América Latina/ExpoSustentat 2008 opening ceremony, the former Minister of Agriculture, Luís Carlos Guedes Pinto, currently vice-president for Agribusiness at Banco do Brazil, pointed out Brazil's contribution to global sustainability. According to Guedes, "Brazil is the region that most preserves primary forests on the planet. The Brazilian energy matrix is renewable in character; in it, the use of bio fuel is the most significant. Direct planting reduces water and soil losses by 60%". The former minister considers it is possible to triple Brazilian farm production in the coming years, without the need to put down trees. "We have technology and areas that have already been incorporated into the production process. The world increasingly cares about Brazilian production".

Egon Krakhecke, Secretary for Extraction and Sustainable Rural Development at the Ministry for the Environment, also present at the opening of the event, highlighted the importance of the partnership between government and society to promote socio-biodiversity. "For the products of these biomes to have access to new markets, it is necessary for the forces of government and society to work together. One cannot think that this will be resolved by a single social agent, however important it may be. The Federal Government is important, but it will not manage on its own either. For that reason, it is fundamental that the organizations that represent the populations involved in extraction, the traditional communities and family farmers should be well organized, and that they should play the leading role in sustainability with regard to the use of these biomes' resources" said Egon Krakhecke.

4 Next stop Sao Paulo 2009

The Next Step in the planning process will take place during BioFach América Latina and ExpoSustentat in São Paulo, SP, October 28-30, 2009. A panel has been scheduled on "Organic and Caterings" as well as the topic "Green Brazil 2014"

5 References

Greendex 2008, Consumer Choice and the Environment-A Worldwide Tracking Survey, The National Geographic Society & GlobeScan

Organic, local and vegetable based food sourcing as a sustainable strategy – what data are available?

Jørgensen, Michael Søggaard
Department of Management Engineering,
Technical University of Denmark,

The present paper describes, at a conceptual level, the climate aspects of food production and consumption and introduces different strategies that could reduce the climate impact from food, in general, and especially at food events, without increasing other environmental impacts of food production and consumption. This paper uses available data to address these topics. Besides climate impact, impact on land use, biodiversity, chemical emissions, nutrient flows and ground water levels are important environmental impacts related to food production and consumption.

All parts of the life cycle of a food product, from fishing and farming through processing and distribution and until the final processing and consumption, has both climate and other environmental impacts. The size of the impacts depends on the effectiveness of the processes in the different parts of the life cycle, including the wastage generated. The effectiveness can be seen as impacts per kilogram food or per unit of nutrients. The climate impact depends on the food products that are produced because there are big differences from different types of food. Animal food, especially, has a high climate impact with big differences among different types of meat (due to the production of fertilizer for fodder production and for ruminant the evaporation of methane from the digestion) and among different types of fish (depending on the distance of sail per kilogram of fish). Also, vegetables grown in greenhouses heated by fossil fuel have a high climate impact.

A so-called CO₂ food pyramid has been developed as a simple tool to decide on which food products to choose for a meal. The pyramid is based on life cycle based data of around 150 food products from a Swedish project managed by Carlsson-Kanyama. A food event related meal like a hot dog has a very different climate impact depending on the type of sausage. Soy protein: 80 gram CO₂-equivalents. Chicken: 150 CO₂-equivalents. Pork: 250 gram CO₂-equivalents. Lamb: 670 gram CO₂-equivalents. For the Danish average diet, 50% of the climate impact comes from animal products (dairy products and different types of meat and meat products).

The importance of land use can be seen from the fact that 62% of the Danish land is cultivated, of which 80% is used for the growing of animal fodder. The importance of land use in other countries is seen from the fact that Denmark imports 25% of its animal fodder, especially soy protein. The climate impact from soy protein may be very high since this type of fodder which is often grown in South America on land that was earlier covered with trees or other types of plants. The clearing of the land causes a substantial climate impact for many years. The climate impacts from agriculture can be divided into energy-related impacts covering the use of fossil fuels for vehicles and machines (15% of the climate impact) and non-energy related emissions, which are related to the chemical processes in the soil from application of fertilizer and manure, oxidation of carbon in the soil etc. (85%).

These types of impacts vary a lot from farm to farm, depending on the type of agriculture and the local farm management, which implies that food procurement for events could focus on these aspects. Organic farming has a number of advantages related to nature, environment and health, compared to conventional agriculture, to bigger diversity, the use of organic manure, lower nitrogen surplus in the soil etc. The climate impact of organic food compared to conventional food differs depending on the type of food. The climate impact of greenhouse vegetables are bigger for organic vegetables due to lower yield per m² greenhouse, while the impact of organic pork is lower due to lower nitrogen surplus and thereby less gas emission from the growing of fodder for the pigs. The type of soil also influences the climate impact. Agriculture on drained soil contributes more to climate impact because of the oxidation of the carbon in the soil into carbon dioxide and at the same time produces a low yield on this type of soil.

Analyses of the climate impact from transportation of food when compared to the climate impact of the food product itself show that for fruit the impact from transportation maybe 50% for fruit from overseas, while for animal products the transportation may contribute around 15%. This implies that local products have a lower climate impact compared to products transported from a long distance. However, local vegetables grown in greenhouses outside the season have a higher impact compared to products grown in areas where greenhouses are not needed. An assessment of household food waste from the UK shows that 20% of the food ends as waste (not including the peels from carrots etc.). Half of the food waste is processed food

products, while the other 50% are food that has not been processed yet.

Based on the available data for climate impact, a climate strategy for food at events should be based on a substantial amount of vegetable products and a limited amount of animal products, a strategy for reduction of the food waste, products from organic agriculture and/or from conventional farms with a low surplus of nutrients and local products grown within the seasons. Greenhouses should be heated with renewable energy.

Presentation

Organic, local and vegetable based food sourcing as a sustainable strategy – what data are available?

JAOCC – Aalborg - 10 June 2009

Michael Søgaard Jørgensen
Department of Management Engineering
Technical University of Denmark
(msj@man.dtu.dk)

Overview

- What do we know about food and environment, including climate?
- What data are available?
- What data are necessary?
- What can be recommended for sustainable food strategy at events?

2

Why important to look at environmental impacts of food?

- **Food one of the major contributors to GHG emissions**
 - Energy and non-energy related emissions
 - Increased global (animal) food consumption because of increased global (average) wealth
- **Increasing demand (competition) for agricultural land and fibres/nutrients**
 - from use of biomass for materials, like bioplast
 - from use of biomass for biofuels, like bioethanol and biodiesel

3

CO2 food pyramid – eat most from the bottom – less from the top



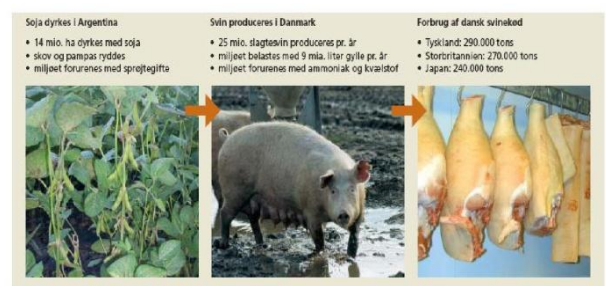
4

The choice of raw material is important

- A food event meal - a hot dog:
 - Soy protein: 80 gram CO2-equivalentes
 - Chicken: 150 CO2-equivalentes
 - Pork: 250 gram CO2-equivalentes
 - Lamb: 670 gram CO2-equivalentes
 - The bread: 30 gram CO2-equivalentes

5

Impacts from all parts of the globalised life cycles of food products



(Natur og miljø 2005, ch. 6)

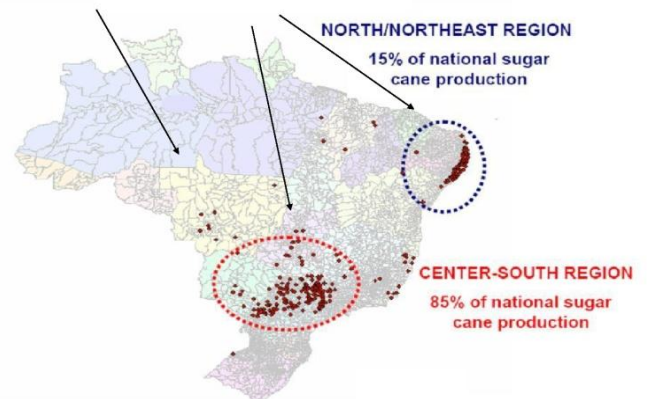
6

Climate impacts from agriculture

- Energy-related impacts covering the use of fossil fuels for vehicles and machines: 15%
- Non-energy related emissions related to the chemical processes in the soil from application of fertilizer and manure, oxidation of carbon in the soil etc.: 85%
- Big differences from farm to farm – depending on locality and local practice

7

Remote changes in global supply chains: Increasing sugar cane production for bioethanol pushes cattle and soy bean production to earlier forest (like) areas



Organic food as strategy?

- **Organic farming has a number of advantages**
 - Nature, environment and health
 - Due to bigger diversity, other types of pesticides, the use of organic manure, lower nitrogen surplus in the soil etc.
- **Organic food – some GHG reduction potential, but complex picture**
 - Increased CO₂-uptake by the soil
 - Some products have lower climate impact: pork due to less industrialised input and less nitrogen surplus
 - Some products have higher climate impact: greenhouse vegetables due to lower agricultural yield

9

More local food supply!?

- **Tomatoes:**
 - Swedish greenhouse tomato: 66 MJ/kg
 - Southern Europe: 5.4 MJ/kg incl transportation
- **Apples:**
 - Sweden: 3.5 MJ/kg
 - Central Europe: 4.8 MJ/kg
 - Overseas: 8.6 MJ/kg
- **Animal-based products:** production the biggest GHG contribution: 80-90% of energy

10

Recommendations for food events (1)

- Enough data available for taking action
- Life cycle thinking – from farm to fork
- A holistic perspective on environmental and social aspects
 - Climate perspective too narrow
- Need for knowledge about the specific suppliers

11

Recommendations for food events (2)

- A substantial amount of vegetable products (root and protein vegetables) and a limited amount of animal products
- A strategy for reduction of the food waste
- Products from organic agriculture and/or from conventional farms with a low surplus of nutrients
- Local products grown within the seasons
- Greenhouses should be heated with renewable energy

12

References

- Organic, local and vegetable based food sourcing as a sustainable strategy – what data are available?
- Michael Søgård Jørgensen. Associate professor. Danish Technical University

References

- Does festival musical encounters go hand in hand with organic style food service ? – casefindings from Øya music festival
- Gun Roos, Senior Researcher, State Institute for Consumer Research, Norway.

Large scale food service spaces as messenger for sustainable food consumption strategies

Mikkelsen, Bent Egberg
Researchgroup for Food, People & Design,
Aalborg University, Denmark

1 Introduction

Does eating at festivals and sports events have a climate impact? Like every other act of human consumption, the food we eat outside of our home has an impact on climate. It is estimated that one third of the man made climate impact can be attributed to food production and consumption. Meat production and consumption, especially, has a huge impact. Since 1961, the global production of meat has doubled, measured per capita (Deumling *et al.* 2003), and there are concrete options available for taking action. But while behavioral advice on sustainable consumption normally takes it for granted that the individual can make the difference, it often tends to overlook the limited action range available when we eat outside of home. For instance, food enjoyed in “pleasure environments” such as sports and music events has an environmental impact, where the choice, indirectly from the supply, lies in the hands of food professionals who make the main decisions on food choices. The resulting climate impact is, therefore, by food service planners and procurement coordinators.

Thus, when we talk about climate impact of food consumption at large scale public events, the important fact is that *intermediaries* play an important role. These *intermediaries* have two types of influences: the immediate and direct impact is through the foods procured and the other is the long term impact through “awareness raising,” “signals” that the choice of foods tend to send to those who buy and consume such food and meals.

2 Purpose

The purpose of this paper is to discuss the role that these *intermediaries* play and how, through their decisions, they can impact food consumption in a more climate friendly way. I will use foodservice at large public events as an example since this arena has traditionally played a very modest role in the formation of sustainable large scale food service strategies. Since such events bring together a large audience, it is most relevant to discuss if large scale food service spaces could act as a messenger for sustainable food consumption strategies through the branding of its food environment – its foodscape. I will use the term foodscape to denote the spaces in which food is not only served but also discussed. Therefore, it includes the narratives, brandings, and advertisements etc. that come along with the food. In other words what kind of messages is conveyed through the types of food and meals sold?

3 Large scale sustainable food procurement strategies

Public authorities have developed and implemented sustainable food procurement strategies for several years in different domains of public food systems, such as hospitals, nursing homes, schools, kindergartens and institutions (Laberenz *et al.* 2000; Spiller *et al.* 2003; Mikkelsen *et al.* 2005). These strategies are based on the assumption that organic food farming is seen, from an overall level, as better for the environment and the climate (Dalgård *et al.* 2002). The idea that, instead of the individual, the public should lead the way as a role model and buy organic has received political support in many countries (Rech 2003).

The public settings - or foodscapes - are characterized by procurement of large volumes of food, by food routines that are repeated on a daily basis to regular customers and by the fact that the food praxis and its in-built attributes can be expected to potentially convey a message –a centralized procurement and preparation routine. Different food praxis at festivals is normally a onetime event and an event where the participants only join occasionally.

One example of a large scale event that includes the opportunity for a greening of its foodservice is the upcoming soccer world cup in Brazil in 2014. The event will include games in 10 cities and 3,7 million tickets will be on sale. Events will be broadcast to 32 million people in 200 countries and there will be many types of food services, including VIP, the press, the players, employees/officials and spectators. The organisers have now decided to investigate whether an ambitious organic supply strategy should be implemented.

3.1 Recent examples of greening of foodservice at events

What are then the characteristics of such events and the “greening” possibilities? A few references can be made to some of the previous large scale events that had tried to brand themselves as “featuring organic food services” including the Ramsau (A) Nordic Skiing World Cup 1999, the Øya Music Festival, (N) Roskilde Music Festival, (DK), the European Culture Capital 2009, Linz (A) Climate summit, CPH, 2009 (DK), World Ski Championships, Schladming 2011 (A) and Women FIFA world cup, Germany in 2011. In the football domain the World Cup 2006 in Germany included a “Green Goal”. It was organised in collaboration with the FIFA, the German football association, the German Government and the Öko-Institute (Anonymous, 2006). However, they focused on transport, buildings (stadiums), and waste, but did not include organic/green catering, although organic beers were on sale. However, food issues seem to getting increased attention. The FIFA will organise a health conference in Liverpool in the fall of 2009 to discuss the issue.

4 Does organic foodservice tell a story?

One important question is whether organic dimensions of food services create an effect on the consumption and, thus, the sale of organic food. One way to look at the issue is to distinguish between the first and second order effect. The first order effect is the very volume of organic food that is let into the actual foodservice supply chain at the specific event. This will only increase the volume of organic foods once. The second order effect is the one related to the potential awareness raising effect of putting sustainable and organic food on the menu. This will of course only work if the message is conveyed to the public, that is if the food service is branded and marketed as being organic. Whether that will work depends on the type of food service event in question and the types of food service consumers that will attend the specific event.

4.1 Steps towards a sustainable food service at large scale events

What are then the challenges? One obvious example is to develop nutrient CO² calculated recipes and out of home eating certification schemes. These concepts should be emphasized in the possible call for tenders on the planned food service for the event. Developing communication/branding strategies and in service training as well as securing the supply chain shortage would also be challenges.

4.2 Sustainable perspectives of greening the food service

Events in this context are gatherings that celebrate unique “happenings”, for instance celebration of sport or music. Unlike more mundane institutional large scale events, these events are of a limited duration and use non permanent mobile food service and outlet units. Such events have the potential to attract many visitors and normally have an obvious need for food service.

What are the perspectives of greening the food service for large scale events? Perspectives include that a huge number of individuals can be reached through one channel and the fact that both immediate sale and that there exists an “agenda setting”/modelling/behavioural long term impact, where many young consumers could be reached. There is also potential high visibility in the media since it is up front.

5 What are the practical challenges

Due to the complexity of large scale foods service settings, it is difficult to make radical changes in the supply and process chains. Large scale food service is based on described routines, food safety regulations and nutritional requirements, all of which make even small changes in the food supply a difficult task. Some of the necessary steps to go through if a large scale foodservice is going to be successfully “greened” include involving and committing stakeholders, defining basic values and visions, developing the concepts, developing recipes for different foodservices and developing non food innovations. In addition, the need to check and optimize the organic supply chain, develop traceability tools, writing calls for food service tenders, choosing the best bid and negotiating contracts.

6 Discussion

Much advice on climate friendly consumption is addressed to the individual and the domestic supply chain, whereas strategies that take the role of the public and other large scale professional food buyers into consideration are limited. Taking into account the fact that both eating outside home is increasing and the narratives, experiences and images related to eating out of home seems to be a new role for professional out of home food operators, the potential for using large scale public events, not only to boost the sales volumes of organic, climate friendly and sustainable foods but also to create long term awareness and to contribute to a new food citizenship attitude among spectators and participants in large scale events is very attractive. However such changes do not come easily. Experience shows that changing large scale supply chains is a difficult process. Professionalism, capacity building, education and in service training among key stakeholders in the out of home eating business are some of the elements that can facilitate change. But also decision support tools such as computer based databases with nutritional and climate impact data will help intermediaries make the right choices.

7 References

- Anonymous (2006) www.oeko.de/aktuelles/schwerpunkte_2006/green_goal_tm/dok/110.php
- Deumling, D. et al 2003 "Eating up the Earth: How sustainable food systems shrink our ecological footprint". Agriculture Footprint Brief. Redefining progress.
- Dalgaard et al 2002:5,8. Energiforbrug på økologiske og konventionelle landbrug" Grøn viden. Markbrug nr. 260.
- Labrenz H., Naatz, O.W. (2000). Biogerichte in Betriebsrestaurants [Organic meals in worksite restaurants]. Ökologie & Landbau, 113, 1, 39-40.
- Mikkelsen. B.E. Kristensen. N.H. & Nielsen, T. (2005) Change processes in large scale public foodservice – Case findings from implementation of organic foods in a Danish county. Foodservice Business Research, 8, 2., 73-85
- Rech T. Organic food for public institutions. Organic agriculture, sustainability, markets and policies. In Report from a workshop on organic agriculture Washington DC: OECD, 2003, 401-40.
- Spiller, A., Lüth, M. & Enneking, U. (2003). Chancen und Potenziale von Öko-Lebensmitteln in der Außer-Haus-Verpflegung am Beispiel der Verzehrsgewohnheiten von Mensa- und Kantinenbesuchern [refectories and canteens]. Report, Institut für Agrarökonomie, Lehrstuhl Marketing für Lebensmittel und Agrarprodukte, Göttingen, Georg August Universität.

Presentation



Large scale food service spaces as a messenger for sustainable food consumption strategies

Bent Egberg Mikkelsen,
Research group on Nutrition & Sustainability in Novel Foodscapes,
Aalborg University

Workshop on "Food service at events as a strategy for sustainable food consumption" at Joint Actions on Climate Change 9-10 June 2009, Aalborg Congress & Culture Centre, Denmark

AALBORG UNIVERSITY

Can planners and policy makers make a difference

- Meat or vegetables
- Local sourcing
- Organic foods

Responsibility for climate friendly food consumption

Blame the individual or the pro?

- Does knowledge create attitude & behavior
- Why only focus on the individual?
- What about the professionals?
- And what about food citizenship?
- Which is about involving individuals in redesigning local food systems
- For instance public food scapes = spaces where somebody stage foods and make choices on our behalf.
- So these intermediaries: what are they deciding?

What is an event?

- Sport or music
- Limited duration
- Mobile units
- Many visitors
- Ad hoc complex organisations
- Need for foodservice
- Foodservice for pleasure

What is special about foodscapes

- Intermediaries play an important role.
 - Three types of influences.
1. Immediate and direct impact through the foods procured.
 2. Long term impact on individuals through the "awareness raising" – through the "signalling" that the foods tend to send to the patrons that buy and consume food and meals.
 3. Long term wider societal and agenda setting impact

Green event foodservice

Previous and upcoming examples

- Ramsau (A) Nordic Skiing Weltmaisterschaft 1999
- Øya Music Festival, since 20XX (N)
- Roskilde Festival, since 20XX (DK)
- Youth Gym Festival 2009 (DK)
- Climate summit, CPH, 2009 (DK)
- European Culture Capital 2009, Linz (A).
- World Ski Championships, Schladming 2011 (A)
- Women FIFA world cup, Germany in 2011
- Futbol, Copa do Mondo, 2014 (BR)



"Green Goal"

- Organised in co-operation with the FIFA, the German football association, the German Government and the Öko-Institute. However, they focused on transport, building (stadiums), and waste, **not on organic/green catering** (organic beer!).
- Download:
www.oeko.de/aktuelles/schwerpunkte_2006/green_goal_tm/dok/110.php

Green large scale event foodservice

What are challenges?

- Developing and Nutrient + CO2 calculated recipes
- Developing labelling procedures
- Developing out of home eating certification schemes.
- Integrating above concepts in the possible call for tenders on the planned food service
- Developing communication/branding strategies
- Developing in service training
- Supply chain shortage

Green large scale event foodservice Perspectives

- Up till 200.000 can be reached through one channel
- Both immediate sale and "agenda setting"/modelling/behavioural long term impact
- Many young consumers
- High visibility in media since it's up front
- Obvious links to public health nutrition

Green large scale foodservice

Steps to go through

- | | |
|--|---------------------------------|
| • Involving and committing stakeholders | • Checking the supply chain |
| • Defining basic values and visions | • Developing traceability tools |
| • Developing the concepts | • Writing the call for tender |
| • Developing recipes to different foodservices | • Publishing call for tender |
| • Developing non food innovations | • Choosing the best bid |
| | • Negotiating contracts |

Green Brasil 2014

Will world cup as foster a new food citizenship?

- Games in 10 cities
- 3,7 mill tickets on sale
- Events will be broadcasted to 32 mill people in 200 countries
- Types of food service
 - VIP
 - Press
 - Players
 - Employees/officials
 - Spectators



To conclude

- A new role for professional out of home food operators
- a potential for using large scale food service
 - Permanent institutional
 - Occasional public events
- Boost the sales volumes of organic, climate friendly and sustainable foods
- Create long term awareness and to contribute to a new food citizenship

What is needed

Changing large scale supply chains is a difficult process.

- Professionalism & knowledge
- Capacity building
- Education
- In service training
- Tool boxes
- Decision support tools such as computer based databases with nutritional and climate impact data
- More research on the effects of large scale food service health and climate impact



Thanks for you attention



And don't miss the
COPENHAGEN PRE-CLIMATESUMMIT EVENT (COP15)
iPOPY International seminar
26-27 November 2009

**Novel strategies for Climate mitigation,
Sustainability and Healthy eating in
Public Foodscapes**

See you in Copenhagen

More info at <http://ipopy.coreportal.org/>



References

- Anonymous (2006) www.deko.de/aktuelles/schwerpunkte_2006/green_goal_fm.dok110.php
- Drumling, D. et al 2003 "Eating up the Earth: How sustainable food systems shrink our ecological footprint". Agriculture Footprint Brief. Rethinking progress.
- Dalgaard et al 2002 "5.5. Energiforbrug på økologiske og konventionelle landbrug" Grøn viden. Markbrug nr. 200.
- Leberenz H., Nasitz, O.W. (2000) Biogerichte in Betriebsrestaurants [Organic meals in worksite restaurants]. Ökologie & Landbau, 113, 1, 39-40.
- Mikkelsen, S.E., Kristensen, N.H. & Nielsen, T. (2005) Change processes in large scale public foodservice – Case findings from implementation of organic foods in a Danish county. Foodservice Business Research, 8, 2, 73-85
- Rech T. Organic food for public institutions. Organic agriculture, sustainability, markets and policies. In Report from a workshop on organic agriculture Washington D.C. OECD, 2003, 401-40.
- Spiller, A., Lüth, M. & Enneking, U. (2003) Chancen und Potenziale von Öko-Lebensmitteln in der Außer-Haus-Verpflegung am Beispiel der Verzehrsverhältnisse von Mensa- und Kantinebesuchern. [Opportunities and potential for organic food in communal catering: feeding habits of consumers in refectories and canteens] Report, Institut für Agrarökonomie, Lehrstuhl Marketing für Lebensmittel und Agrarprodukte, Göttingen, Georg August Universität.

Do festival musical encounters go hand in hand with organic style food service? Case findings from Øya music festival

Roos, Gun

SIFO – National Institute for Consumer Research,
Oslo Norway

1 Introduction

Festivals have been described as time out and as liminal opportunities to experiment with pleasure and meaning (Purdue *et al.* 1997). Festivals are collective events and can be understood as arenas for social learning. Thus being at a festival where organic food is served provides an opportunity to taste and experience organic food. Learning by experience is an important method in environmental education and studies have shown that students who personally experience through hands-on activities learn more effectively and establish a sense of responsibility (Poudel *et al.* 2005).

Interest in organic food is growing in Norway; production, sales and consumption have increased and also political measures have been taken (Norwegian Agricultural Authority 2009). In 2005, the Norwegian government set a goal to increase the amount of organic agriculture and organic food consumption to 15% by 2015. The Norwegian Agricultural Authority (SLF) has funded various projects and one of the projects “ØkoRock” project (2003-2007) was aimed at developing the Øya music festival as an innovative arena for increasing consumption of organic food and for promoting organic food produced in Norway.

The Øya music festival has, since 1999, been arranged annually in Oslo. The festival target group is young people and during the past years approximately 40 000 - 50 000 people have participated. Starting 2002, Øya has had a special focus on environment. The organisers first started with recycling and garbage sorting and starting in 2003 organic food has been served to artists, volunteers, guests and audience. The goal is to serve 100% organic and this has been successful (90% of the food served and sold has been organic). In 2008, approximately 25 tons of organic food was served in five days. The local restaurants that sell food are selected to provide a variety of mainly “finger foods” such as hamburgers, fish burgers, hot dogs, pizza, nachos, Thai food, wraps, crepes, soup, fruit, sweet rolls and ice cream. The menus have, since 2003, been certified by Debio, the Norwegian certifying body (www.debio.no). Today, not only the Øya festival but other Norwegian festivals and cultural events are linked to organic food also. To coordinate and support organic food at festivals the Norwegian Agricultural Authority (SLF) has funded a project at Oikos - Organic Norway.

This paper explores organic food at the Øya music festival and how exposure to organic food at a festival may affect perceptions and learning about organic food among youth.

2 Material and methods

The Øya festival is one of the Norwegian cases in the iPOPYP project (Løes *et al.* 2008). We have used qualitative methods and observed at the Øya festival, interviewed organisers and conducted two focus group discussions (group I: 4 girls and 2 boys; group II: 3 girls and 1 boy) with young people (aged 16 to 23 years) recruited at the Øya festival in August 2008. The focus group discussions were conducted a few weeks after the festival. The discussions lasted approximately two hours and focused on festival food, organic food and sustainability (Roos *et al.* 2009).

3 Food at the Øya festival

The main focus of the festival is the music and the concerts. For example, one of the focus group participants said: *“It is the bands that people come to see”*. The organisers were very motivated and committed to providing a good festival experience and to serving local organic food. In addition to organic labels on the menus, there were several copies of a poster with a text informing what organic food was. Those who were interested in more information could also visit special stands. The free festival magazine included two pages on environment and food.

In the focus group discussions festival food was mainly linked to the notion of “fuelling the body”. The young participants had mainly bought pizza and nacho chips at the festival. They discussed the price and amount of food and felt that pizza had been the best deal, cheapest and most filling. There was a shared opinion that organic food is more expensive, and that the food sold at Øya festival was small portions for a lot of money.

Compared to other festivals, Øya was by the focus group participants said to have a wider selection of foods and have a special focus on organic food. In contrast to other festivals, Øya invites local restaurants to sell food instead of having volunteers and organizations take care of the food services.

The organizers thus also link organic with restaurant-like concepts, including a focus on pleasure and gourmet. However, the participants in the focus groups did not make this connection explicit.

4 Perceptions of organic food

The participants in the focus groups tended to view organic food as different from conventional food, and there seemed to be an expectation that it would be better in some way (for themselves, animals and environment, or tasting better). But not all were sure about what made organic food different and why. Like one of the boys said: *"But do you taste any difference really? I just wonder"*.

Price and availability were described as constraining factors, as stated by one of the participating girls:

"Most people I know want to buy organic if it wasn't for price and availability. Organic fruits and vegetables are often double the price and often bad quality really. In the shop you see that the packages of organic are not good, it may have something to do with how long they have been in the shop. It is often less tempting to buy and more expensive."

She said that she does not buy much organic vegetables and fruits, but she does buy organic milk and such when she can afford it. The perceptions were different based on food group. For example, it seemed like organic and ordinary dairy products were viewed as more similar in price, taste and quality, than organic and conventional vegetables, fruit and meat.

5 Learning and transmission of experiences

Being at the Øya festival was described as a positive experience and thus organic food may also become associated with something positive. However, consumers cannot actively choose organic since the organisers had decided to serve organic food only. The festival gave the participants firsthand experience with organic food. They tasted a variety of organic foods and were exposed to information although not all had read it. However, it did not seem like the experiences with organic food at the festival had had a direct effect on consumption of organic food among the participants. Some said that they buy some organic foods, but they did not describe it as a new development after being at the festival.

There were mixed views among the participants on the transmission of organic food from festival context to the everyday context. One participant described that serving tasty organic food at festivals is a step in the right direction because young people go to festivals and pick up things that they may take with them. However, festivals were also described as separate worlds with limited influence on what people do at home:

"I don't know because festivals are like a separate little society and there is a lot of garbage so I don't know, firstly you do get money for collecting glasses and that's a really good way to earn money for beer for example... I think that most people think it's good that they recycle at the festival but I don't think or I don't know if it makes people recycle garbage at home and such because then it's only you and you think 'little me what can I do' and I think many think like that,"

Whereas others emphasized positive effects of consistency on learning:

"I think that the more places you see recycling the more normal it becomes for people."

Eating is related to context. Festival food was, among the focus group participants, mainly associated with necessity, fuelling the body and high price. If organic food becomes closely associated with festivals, convenience and eating out of home; this may constrain transmission to the everyday context.

6 References

- Løes AK, Koesling M, Roos G, Birkeland L, Solemdal L. (2008) Organic and conventional public food procurement for youth in Norway. iPOPY discussion paper 4/2008. Bioforsk Report Vol. 3 No. 43.
- Norwegian Agricultural Authority (2009) Produksjon og omsetning av økologiske landbruksvarer. Rapport nr. 6/2009.
- Poudel DD, Vincent LM, Analoze C, Huner J, Wollard D, Clement T, DeRasmus A, Blakewood, G. (2005) Hands-on activities and challenge tests in agricultural and environmental education. *The Journal of Environmental Education* 36(4):10-22.
- Purdue D, Dürrschmidt J, Jowers P, O'Doherty R. (1997) DIY culture and extended milieux: LETS, veggie boxes and festivals. *The Sociological Review* 645-667.
- Roos G, Vramo L, Vittersø G (2009) Perceptions and learning about organic food among youth at a Norwegian music festival. In M Mikkola, B E Mikkelsen, G Roos, *Like what you get? Is it good for you? Organic food, health and sustainable development in schools*, Paper presented at a seminar held at University of Helsinki, Ruralia Institute 21.-22. January 2009, Helsinki, Finland, Pp. 22-26.

Presentation




Does festival musical encounters go hand in hand with organic style food service?

Casefindings from Øya music festival

Gun Roos

Outline

1. Introduction (organic food, Øya)
2. Material and methods
3. Food at Øya
4. Perceptions of organic food
5. Learning and transmission of experiences

Organic food in Norway

- 2 707 registered organic farms in 2009 (89 in 1989).
- 5% of agricultural land.
- 1969 first organic food shop opened. (Sales up 30% in 2008).
- 1986 national certification scheme for organic food – Debio (2008: 5 600 certified food products – baked goods 2 000)
- 2005: Norwegian government set a goal to increase the amount of organic agriculture and consumption of organic food to 15% by 2015.



Øya festival

- largest music festival in Norway
- arranged annually in Oslo from 1999
- target group = young people (15-35) – approx. 40-50 000 people/festival
- 2002 Øya special focus on environment (recycling – volunteers)
- 2003 organic food



www.oyafestivalen.com



Organic food at Øya

- “ØkoRock” project (funded by the Norwegian Agricultural Authority 2003-2007): objective was to develop the Øya festival as an innovative arena for increasing consumption of organic food and for promoting organic food produced in Norway.
- Organic food served to “everybody” (artists, volunteers, guests and audience).
- **Goal 100% organic food** (approx. 90%). In 2008, 25 tons of organic food was served in five days.
- “Organic gourmet festival food”: local restaurants selected to provide a variety of mainly finger foods.
- From 2003 certified by Debio (www.debio.no).

Material and methods



• The Øya festival is one of the Norwegian cases in the 2007-2010 iPOPY "innovative Public Organic food Procurement for Youth" project (<http://www.ipopy.co/reportal.org/>).

• The project has 4 work packages studying policies, supply chains and certification, young consumers' perceptions and learning about organic food and sustainability, and health effects of organic menus in Denmark, Finland, Italy and Norway.

• Qualitative methods:

- Focus group discussions two-three weeks after the festival.
- Participants recruited at the Øya festival in August 2008.
 - Group I: 4 girls and 2 boys; Group II: 3 girls and 1 boy.
 - Age: 16-23. Living in the Oslo area.
- The focus group discussions lasted 2 hours and focused on festival food, organic food and sustainability.
- Observations at the festival
- Interviews with organisers



Food at Øya

- Main focus is the **music**: "It is the bands that people come to see".
- The **organisers** were very motivated and committed to providing a good experience and good quality local organic gourmet food.
- In the focus group discussions the food was mainly linked to the notion of "**fuelling the body**". The young participants had mainly bought pizza and nacho chips. They discussed the price and amount of food and felt that pizza had been the best deal, cheapest and most filling.
- Compared to other festivals Øya was by the focus group participants said to have a **wider selection** of foods and have a special focus on **organic food**.



Perceptions of organic food

- The participants in the focus groups tended to view organic food as **different** from conventional food, and there seemed to be an expectation that it would be **better** in some way (for themselves, animals, environment or tasting better). But not all were sure about what made organic food different and why.
- **Price and availability** were described as constraining factors.
- The perceptions (price, taste, quality) were different based on **food group**.
- When asked **who** they associate with organic food, the first response was left wing people. Young people know more about and buy more organic food than old people. In some groups of university students organic food is politically correct.

Learning and transmission of experiences

- Being at the Øya festival was described as a **positive** experience – organic food associated with something positive. Negative – no choice – menus decided.
- First hand **experience** with organic food at the festival. They tasted a variety of organic foods (but no participation in cooking) and were exposed to **information** (although not all had read it).
- Some said that they buy some organic foods, but they did not describe it as a new development after being at the festival.



Transmission of experiences

- Mixed views on the transmission from festival context to the everyday context.
- *"I think that the more places you see recycling the more normal it becomes for people."*
- *"I don't know because festivals are like a separate little society and there is a lot of garbage so I don't know, firstly you do get money for collecting glasses and that's a really good way to earn money for beer for example... I think that most people think it's good that they recycle at the festival but I don't think or I don't know if it makes people recycle garbage at home and such because then it's only you and you think 'little me what can I do' and I think many think like that."*
- If organic food becomes closely associated with festivals, convenience and eating out of home, this may constrain transmission to the everyday context.



Thank you!

iPOPY – Innovative Public Procurement for Youth

Abstract

The main aim of iPOPY is to identify and describe efficient ways of implementing organic food in public serving outlets for young people. Young people are the future daily food shoppers and guests for the out-of-home eating sector, and most European governments search for strategies to foster sustainable nutrition, including an increased consumption of organic food. As the youth resides longer in public institutions and eating habits are often unsatisfactory, school meals attain large public interest as a lever for change. School meal systems are the main practical cases in the project, and hindrances and promoting factors for organic food to be consumed in schools are explored in Denmark, Finland, Italy and Norway. The school meal systems in these countries are highly diverse. Whereas Finland and Italy have well developed systems with warm lunch served daily for all pupils, Denmark and Norway rely on a packed lunch brought from home. Italy and Denmark have ambitious goals for the consumption of organic food in schools, whereas Finland and Norway have not focussed much on organic food in schools so far. The project has four explorative work packages, studying policies, supply chains and certification, the young consumers' perception and learning about sustainability and organic food, and health effects of organic menus. A coordinative work package ensures project management and draws the main conclusions. More information, newsletters and publications are found at the project web site, www.ipopy.coreportal.org.

Contact person: Mikkelsen, BE, Aalborg University bemi@plan.aau.dk

Project Co-ordinator: Løes, Anne-Kristin, Bioforsk Organic Food and Farming, N-6630 Tingvoll, Norway

ISBN: 978-87-92499-06-6

